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| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 09/807,574 (Conf. No. 9100) |
| | Filing Date | June 22, 2001 |
| | First Named Inventor | Henry C. Yuen |
| | Art Unit | 2623 |
| | Examiner Name | Dominic D. Saltarelli |
| Total Number of Pages in This Submission | Attorney Docket Number | IS-118 |

| ENCLOSURES (Check all that apply) | | |
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| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | |
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| Firm Name | Customer Number 1473 | |
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| Printed name | Michael J. Chasan | |
| Date | January 22, 2007 | Reg. No. 54,026 |

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PATENTS
Attorney Docket No. IS-118

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant : Henry C. Yuen
Application No. : 09/807,574 Confirmation No. : 9100
Filed : June 22, 2001
For : METHOD AND APPARATUS FOR SELECTIVELY
SUPPLYING ADVERTISING MESSAGES TO
VIEWER TERMINALS
Group Art Unit : 2623
Examiner : Dominic D. Saltarelli

New York, New York 10020
January 22, 2007

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Applicants respectfully request reconsideration of the rejections set forth in the October 20, 2006 Office Action in the above-identified patent application.

Remarks begin on page 2 of this Reply.